



32nd Annual

# Oklahoma Main Street Awards Banquet

Monday, September 20, 2021

Special Thanks to Our Sponsors:

**Cherokee Nation**  
**Chickasaw Nation**



**OKLAHOMA**  
Commerce

## PREMIER PARTNER



### Kendall Whittier – George Kaiser Family Foundation

The George Kaiser Family Foundation (GKFF) has been a champion of Main Street for years and is committed to

the revitalization of not just the commercial area, but also the residential makeup of the neighborhood. GKFF began underwriting the Kendall Whittier Façade Grant during its inception in 2014 and has steadily funded the program for the last seven years. In addition, they commit a hefty unrestricted donation of \$11,000 to Kendall Whittier's budget annually. In 2020, when KWMS launched their Rent Relief Program for businesses owners during Covid-19, GKFF's \$10,000 donation was the catalyst to kickstart it. Additionally, GKFF works closely with Growing Together, a nonprofit organization in the neighborhood dedicated to equity in schools through mixed-income housing. Since 2012, the Foundation has completed two large, mixed income apartment complexes near the Kendall Whittier Elementary School and revitalized the Kendall Whittier Park. They've spent more than \$75M on the project and have placed hundreds of families in safe and affordable housing within walking distance to the elementary school, University of Tulsa and historic Whittier Square.

### Okmulgee – Covington Challenge

During the pandemic, small businesses, especially restaurants, were facing a challenge unlike any other. Trying to transition to drive-thru or curbside pickup was an option but many were not equipped for this type of transition. During the same time, long-time local business Covington Aircraft was deemed an "essential" business as a manufacturing company specializing in airplane engine parts and repair. Owner Aaron Abbott was troubled that Covington could keep their doors open and their 90 employees working but other businesses had to close their doors. The idea was born to have a group of locally-owned downtown restaurants cater meals six days per week for the 90+ employees of Covington Aircraft. This served as a layer of protection for Covington employees by keeping them on-site. Many "essential" businesses in Okmulgee jumped on board to participate. The economic impact of the "Covington Challenge" as it was dubbed, funneled a minimum of \$700 per day to the downtown businesses based on the Covington employees alone. "The Challenge" was shared via the local newspaper and social media, even garnering news stories from the Tulsa metro TV stations. Over the course of the late spring and early summer, these funds helped to ensure ALL the restaurants were able to survive. Equally as important was the visible sign of community collaboration.



### Tahlequah – Cherokee Nation

The Cherokee Nation has been a vital pillar in Tahlequah for 181 years. The leadership of the tribe has supported the growth of Tahlequah Main Street in every aspect. In September 2020, the Tahlequah Main Street Association surpassed \$25 million in revitalization efforts as a result of Cherokee Nation's Phase 3 restorations of the Cherokee National History Museum at the historic Cherokee Square. The revitalization projects at the Cherokee National History Museum and Cherokee National Prison museum, amongst others, have drawn tourists from around the world to learn about the culture and heritage of the Cherokee people. In addition to revitalization efforts, the Cherokee Nation also owns and operates two thriving main street businesses, The Spider Gallery and Kawi Cafe. In addition, to help combat the COVID-19 pandemic the Cherokee Nation donated 5,000 custom "Shop Local" designed face masks to the Tahlequah Main Street Association. The face masks were distributed at local events, such as the Cookie Stroll and Ladies Night Out, and to downtown businesses for their employees.



### Tahlequah – Economic Recovery Task Force

In March of 2020, the city of Tahlequah established the Economic Recovery Task Force consisting of community leaders from the City, Tahlequah Main Street, the Tahlequah Area Chamber of Commerce, Northeastern State University, Cherokee Nation, Armstrong Bank, and The Tahlequah Daily Press as well as merchant representatives in the Main Street corridor. The ERTF was created with two goals: to develop guidelines for safely reopening Tahlequah, and to identify what the business community needed to drive a strong post-pandemic economy. Some of these efforts were put toward the distribution of more than 15,000 face coverings, the creation of shop local campaigns, and the creation of outdoor seating, or "streeteries", in the Main Street corridor. Through these efforts, downtown businesses have thrived in such an unstable time. The Economic Recovery Task continues to meet once a week to collectively work together on present and post-pandemic revitalization efforts. The partnership with the Economic Recovery Task Force has had a huge impact on the City of Tahlequah and downtown Main Street businesses.

## BEST COMMUNITY EDUCATION/ PUBLIC AWARENESS ACTIVITY

### Durant – Main Street influencers

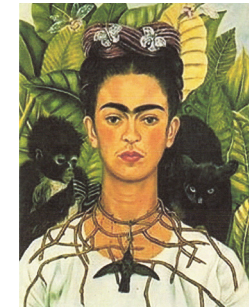


The objective of this program was to bring more individual community representatives together to voluntarily promote Durant Main Street. Program leaders hoped the public would see any one of the influencers post about something they love about downtown and then feel inspired to visit

because of it. Durant Main Street organized this activity by promoting a public application into the program. From more than 40 incredible applications, Main Street selected 30 influencers. The objectives were to promote Durant Main Street in a way that only they could. Each person chosen has their own unique sphere on which they provide influence. Each month Main Street provides a list of participating businesses that offered an incentive to post about and each influencer had a choice of which business to pick. Alongside their posts for specific businesses, influencers also promoted Main Street's promotional activities such as First Friday's, the Car Show, Who's Holiday Festival and more. Doing this increased public awareness and interest in the events being held downtown. The most special feature of this activity is the connection it provided between business owner and community members.

### Guymon – Virtual Fiesta

The Guymon Fiesta started as a City of Guymon event until five years ago when the City decided they could no longer put on the event. Main Street Guymon picked up the 30-year-old celebration of the local Hispanic Culture. Much of Guymon's population is Hispanic and the historical significance of the Panhandle flying under the Mexican flag before the American flag flew over it is pertinent. In previous years it has been a street celebration with music, food and performance. COVID, however, changed it to virtual. The previous year was the first time Guymon implemented the Traditional Hispanic Dress Competition, with small success. They did this via Facebook in 2020 and the response was unbelievable

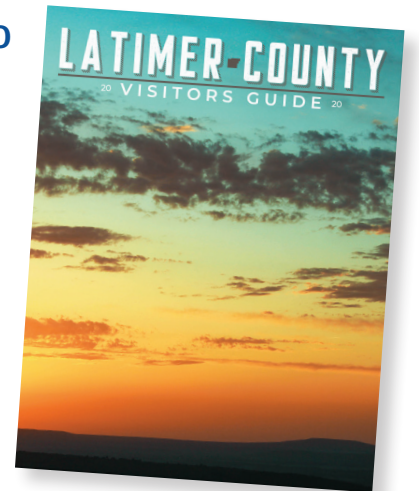


with 50 entries. The event also shared an Interesting Fact a Day from early September through October featuring important Hispanic people in history. Children's art projects, a Fiesta King and Queen competition, and highlighting local Hispanic businesses rounded out the virtual event.

Main Street Guymon Facebook page during this time rose 94% with 290 new likes during September and 13 more in October. The post reach in September rose 313% with 51,904 reaches and 10,878 in October. The Traditional Costume Contest brought in most of this. Post engagements in September were up 259% with 37,481 and 6,470 in October.

### Wilburton – 2020 Latimer County Visitors Guide

The 2020 Latimer County Visitors Guide provides a comprehensive guide of places to eat, sleep, shop, play and find basic necessities in Wilburton to visitors. It also provides a vehicle for advertising to the partners of Main Street and members of the Chamber of Commerce. Additionally, the guide provides an opportunity to share the local history and the beautiful countryside with those who read it. The guide was first published in 2008 and has changed from a newsprint format in its early days to a full-color, glossy magazine. It is free to visitors and is distributed year-round to many locations including hotels/motels, gas stations and travel centers throughout the area. It has been a wonderful way, even in this day and age of electronic communication, to showcase the area.



# BEST VOLUNTEER DEVELOPMENT PROGRAM



## Hobart – Hobart FFA

Future Farmers of America (FFA) is not just about “cows, sows, and plows.” FFA shapes the students for the future in areas such as communication, financial planning, field work, nutritional values, and more. The FFA program looks for opportunities to help anyone in need. Every year the number of students wanting to volunteer grows, and the excitement to help is indescribable. These students volunteer throughout the year for a variety of organizations, including Main Street. For example, during the Main Street Hometown Harvest, FFA Chapter Officers and parents cooked burgers, and hot dogs for Main Street. During the holiday season the Floral Design class took apart all of the figurine lights and replaced them with new lights for the town square for the Main Street Tree Lighting. Hobart FFA is always looking for ways to improve and help the local community. The Hobart FFA will continue to partner with Main Street to find new opportunities to volunteer for the betterment of Hobart.



## Newkirk – Paint Main

Paint Main was originally inspired by 119 North Main Street, a recipient of a Keep Oklahoma Beautiful Fresh Paint Day grant. From there, it grew to encompass four more buildings being painted, six monuments at the Kay County Courthouse being washed and waxed, the cleaning of four pocket parks, three dumpsters being painted, and a gazebo being sealed. Perhaps we should rewrite the 12 Days of Christmas to 14 Days of Volunteering! Volunteers were recruited by social media posts on both professional and personal pages, personal invitation via telephone and through the court system. Nearly 90 volunteers invaded the Newkirk Main Street district to service their community and donated 274 hours over a two-week period. Sixty-five percent of those were first time Newkirk Main Street volunteers and 42% of the volunteers were under the age of 18, recruited from local schools and youth organizations including the Newkirk High School (NHS) Softball team, the NHS Girls Basketball team, and the local Boy Scout troop. The Newkirk Main Street Board hosted a root beer float “drive through” party for all volunteers. In addition to partnering with business owners, Main Street also partnered with the Newkirk Chamber of Commerce to advertise this program. Discussions are being held about hosting other Paint Main events on even numbered years.

# BEST CREATIVE FUNDRAISING EFFORT

## Claremore – Map Kiosk



In the spring of 2020, Main Street began a beautification project on a corner parking lot. This area had overgrown trees and bushes, a broken bench, and was, overall, a very forgettable corner in town. In addition to improved green space, a new bench and trash can, and landscaping, Main Street created a 6-ft by 6-ft map kiosk to be placed on the corner. This was to visually enhance this corner with the newly created downtown map, as well as to be a useful resource to visiting shoppers. The kiosk holds 17 advertising spaces. Each space is \$500 per year and were quickly sold, raising the Main Street organization \$8,500 every year with minimal upkeep needed. This will be a revolving source of income every year and the funds will be used to continue to beautify the historic downtown district, as well as offer support to local merchants.



## Kendall Whittier – Rent Relief Program

When businesses throughout Oklahoma closed down for COVID-19 in early 2020, Tulsa instituted stricter measures than some other areas of the state, and KWMS businesses remained closed – or open for curbside pickup only – for months. While federal programs were useful, many local businesses were hesitant to take on more loans, plus they needed immediate assistance. KWMS set out to ensure that no business in the district went under due to COVID-19 and the Kendall Whittier Rent Relief Program began. The program provided rent relief up to \$1,500 per

grantee, paid directly to the property owner. This helped businesses focus on keeping people employed, paying utilities, etc. In all, \$36,200 was provided in grants to all 14 businesses that applied for May rent, some or all rent for the 13 businesses that applied for June rent and full rent for the four businesses that applied for July rent. Thanks to donors including local foundations, a local bank and a local energy company, KWMS was able to donate all the money to their businesses. In addition, a local business – Flash Flood Print Studios – developed the “United We Thrive” t-shirts featuring icons from the district with portion of the proceeds donated to the Rent Relief Program.

## Okmulgee – Okmulgee Brick Grants

For nearly a year, Main Street had been preparing merchants and businesses for a nine-month long project that would be completed in nine blocks of Main Street spanning most of downtown. A local resident approached Main Street with the idea of selling the bricks stamped with “OKMULGEE” being unearthed during the project. The Main Street Director knew just what to do with the funds raised from the bricks: relief grants to help local small businesses. For the next three months, Okmulgee Main Street staff, their children and members of the local high school football team, collected bricks by the wagon-full. The \$10 bricks were selling faster than they could be collected, thanks to a Facebook campaign that brought in orders from all over the United States, as well as locally. In a span of three months, more than \$11,000 was raised. Through the new “Okmulgee Main Street COVID-19 Relief Program,” recipients were awarded \$500 paid to their bank/landlord or utility companies, with applications being taken for the months of June and July. Many of these small businesses had not qualified for loans offered through the SBA and were struggling to survive. These grants were key to helping many locally owned businesses in Okmulgee survive. Long after the memory of the pandemic fades away many people, far and wide, now own a little piece of Okmulgee’s Main Street and helped to ensure that none of the small businesses closed their doors.



## MAIN STREET HERO



### Enid – Tom Rowe

Tom Rowe, owner of Settlers Brewing Co. took on the challenge of renovating a building vacant for more than 20 years. He has activated a part of the historic downtown that had almost no traffic and brought awareness to Enid's roots. The inside of his building was renovated to look like an old town settled in the Land Run. The materials reflect what would have been used in the early days of western buildings: tin, wood and brick. All of these materials are carried throughout the building. Even the light fixtures are made from wood and railroad spikes. Downtown Enid held one of four U.S. Land Offices located in Oklahoma Territory. On the day of the land run, Enid's only permanent structure was a newly constructed land office. Tom Rowe recognized this by making the focal point in his building inspired by the first building in Enid. Tom's efforts with his own business and sponsorship of various projects and events in the historic district, leave a lasting impact by being an

example of long-lasting dedication and giving back to the community. He has made a concerted effort to keep local history alive and relevant in the present day.

### Newkirk – Hannah Cross

In 2017, Hannah Cross created a simple map for a 4H project for the local fair and it has compounded into a full-blown Pathway Project. Hannah presented her map to the Main Street director and was encouraged to present it to key Newkirk leaders and the city council. Both groups supported the idea and, along with the help of Kay County Healthy Living, Hannah began applying for grants to create a fitness path through historic downtown Newkirk. Hannah also applied for a federal grant offered through the Oklahoma Department of Transportation. Because of her efforts, by March 2019, Newkirk received one of the largest awards in the state from ODOT. The grant will be used to replace sidewalk in downtown Newkirk and to create a fitness path. Hannah's vision for downtown Newkirk and her passion to promote Main Street through wellness and safety will have a lasting impact on Newkirk. Hannah has demonstrated that no matter your age, everyone can make an impact in your own community. Hannah gives full credit to the Newkirk citizens who support young people and their ideas.



### Ponca City – Kelsey Wagner

Kelsey Wagner has been a dynamic part of Ponca City Main Street (PCMS) for many years. As a board member, Leadership Arts Oklahoma graduate, and cultural district proponent, Kelsey helped PCMS establish the Grand Arts District in downtown and make the heart of our community synonymous with the home for local artists. With the onset of the COVID-19 pandemic last year, Kelsey approached the Board about creating a Main Street Marketplace, similar to that of Etsy or Ebay, but completely geared toward downtown business and entirely local to Ponca City. Technology presents significant challenges for small businesses trying to navigate innovation solutions in an ever-changing environment. Along with Kelsey's company, MyMediaMatters and other local partnerships, PCMS plans to get all the downtown

businesses signed up and selling in 2021 on <https://poncacitymarketplace.com/>. Another example of her impact on the community is the creation of a free, local monthly magazine called Ponca City Monthly. Each month the magazine has several feature stories, local business spotlights, a Ponca City related crossword puzzle, and several other monthly contributors in categories such art, health, education, and cooking. In 2020, the magazine grew from 20 pages to 56 and has quadrupled their ad sales.

## BEST RETAIL EVENT



### Enid – Comic Con Crazy Days

With 21 participating businesses offering Crazy Day sales, discounts, and specials to those attending, Enid Comic Con welcomed more than 1,300 guests from around the region and brought in vendors from as far away as New York and Tennessee. Many of the attendees shopped and dined in the downtown district. Merchants all across Enid, including Downtown Enid, welcomed the community and visitors with great deals and events during Comic Con Crazy Days from July 30 - August 2, 2020. A combined effort among The City of Enid Communications Department, Visit Enid, Main Street Enid, Enid Regional Development Alliance, and the Greater Enid Chamber of Commerce worked together to bring the community a weekend full of fun activities and great bargains. Many participants had specials throughout their stores and deals spilling onto their sidewalks. Local arts and events venues also participated. Gaslight Theatre, Enid's community theatre, opened their summer musical, Little Shop of Horrors, Stride Bank Center hosted the 2nd Annual Enid Comic Con, FLY Film Festival had their annual festival virtual with events at Enid Brewing Company and both local breweries hosted events as well.

### Newkirk – Children's Christmas Shop

Initially, The Children's Christmas Shop started to encourage children to "shop local" rather than having mom or dad take them to a big box retailer in another community. The objective of the event is to highlight



the availability of local products as Christmas gifts. Although Newkirk is limited on retail stores, invitations were sent to all types of businesses to provide a booth, and those who did increased their sales without opening longer hours or hiring extra help. While the project requires many man hours the event kept \$2,735 in Newkirk. Parents loved the event because it was "hands off" for them and children loved it because they gained a sense of pride and accomplishment by shopping "like a grown-up" for their family. When they leave the Children's Christmas Shop, they have a "perfectly" wrapped gift for each member of their family ready to place under the tree while staying within budget!



### Tahlequah – Ladies Night Out

Ladies Night Out is Tahlequah's premier shopping event and is strategically scheduled on the Thursday before Thanksgiving in an effort to spur retail spending before Black Friday. From 5:30 to 8:30 p.m., merchants offer exclusive discounts, serve hors d'oeuvres, holiday cocktails and wine to provide a festive atmosphere. Despite Covid, Tahlequah Main Street Association and the downtown merchants filled the evening with exciting activities while practicing safety precautions and social distancing. While they didn't have the lines around the buildings that they had traditionally seen, Main Street established a win/win compromise with the City of Tahlequah and hosted a successful retail event.

## CREATIVE NEW EVENT

### Ponca City – Virtual Awards Banquet

Ponca City Main Street hosted its first ever virtual awards banquet on September 24, 2020, at 7 pm via Facebook Live. As the Organization Committee met to discuss planning the annual banquet over the summer of 2020, it became clear changes would need to be made due to the pandemic. A virtual event was suggested, and volunteers began brainstorming. The primary purpose of the event is to recognize the businesses and individuals who work so hard to improve the downtown district. PCMS worked with a local Main Street Investor and a local film production company called Speak Now Productions to plan and record the event, which then aired “live” on Facebook. Watch parties for nominees were encouraged while keeping social distancing and safety at the forefront of their get-togethers. An Oscars style theme was chosen and the beautiful historic theatre, The Ponca Theatre, served as the filming location. Instead of “Oscars” winners received a “Freddy”, named for Fred Boettcher, a long-time patron and beloved local advocate for downtown who passed away in 2019. The awards event also recognized the newly created “5 Under 40” award to honor young local leaders who are doing excellent things in the community. These individuals were included in the filming of the event and were featured in the local Ponca City October issue.



### Tahlequah – Veteran Banner Program

The Tahlequah Main Steet Association established the Veteran Banner Program to provide an opportunity for local families to show their support to their loved ones. To qualify the honoree must be either an active-



duty member of the United States Armed Forces, been honorably discharged from the Armed Forces, or have died in the line of duty.

The honoree

must also be a current Cherokee County resident or an immediate family member of a Cherokee County resident. All 46 downtown light poles were sold long before the deadline. They featured a Military banner, an American flag, and a custom QR code

that directed you to the TMSA website for information about that specific soldier. On the day of the event, the Tahlequah High School JROTC members performed a proper opening ceremony, TMSA Board Member Arielle Barnett sang two patriotic songs, the Mayor welcomed all the families, board members passed out masks, handheld American flags, and brochures to attendees and TMSA Director Jamie Hale introduced all 46 Military honorees by name, rank, and branch. During the introductions the soldier or family members of each honoree stood when their name was called. Once all the honorees were introduced, the families were invited to walk downtown and take pictures with their family members’ banner. Since the banners covered all seven blocks of the historic district, there was a brochure given out identifying the location of each honoree.

### Yukon – Czech Christmas Market

Yukon’s Czech Christmas Market is an open-air vendor market fashioned after the old world, European markets where holiday fare, gifts, and food items are sold from small booths in a village setting and people gather to shop and socialize. The Czech Capital of Oklahoma, Yukon provides the perfect setting to establish the Czech Christmas Market and held its first full event on Saturday, December 5th, 2020 from 2pm - 7pm. Rows of 40 white tents trimmed in holiday greenery, created a wonderful stroll from booth to booth for holiday (or personal) gift buying while frequent hints of Czech culture resonated the rich heritage of Yukon’s early settlers. From authentically attired Czech royalty and attendees, to fresh-baked kolaches, pastries, or cookies and hot mulled wine sipped from commemorative event mugs, the Czech Christmas Market was a wonderful cultural nod to yesteryear, yet in a modern setting. Photos with Santa (from a fire truck for social distancing), marshmallow roasting stations, and holiday music filled the air as lighted décor and overhead lights lent itself to selfie stops and seemed to warm the crisp winter air.



## OUTSTANDING IMAGE PROMOTION



### Enid – COVID Curbside Pickup Signs

When the COVID pandemic hit, Enid was faced with a lot of unknowns. Main Street Enid knew it was important to help small businesses keep their doors open during the shutdown, which required some creative ideas. The majority of downtown businesses were offering curbside pickup, but it was

hard for the community to know which ones were offering it and what the protocol was. Realizing curbside parking signs were needed to help the businesses, Main Street Enid Director, Natalie Beurlot designed the signs to be cohesive throughout the district. Each business was able to request a sign to be placed on a lamp post in front of a parking space outside of their storefront. The signs each had the phone number of the business and instructions to park and call for curbside pickup. The color was based on the Main Street Enid logo so customers knew what to look for when parking. Photos were also posted on social media to give these businesses an extra boost and to make the community aware of those offering curbside pickup.

### Enid – Downtown Promotional Banners

The new Enid promotional banners set a tone for the downtown district that looks at Enid’s past, while taking a modern approach toward the future. Each banner lines the outer square of the historic commercial district close by our shops, restaurants and entertainment venues. Downtown Enid has many historical buildings with art deco architecture and Main Street Enid wanted to play into that history. The banners now have more historically accurate colors that go well with the buildings and show what downtown has to offer. The art deco symbols were inspired by the architectural carvings found throughout



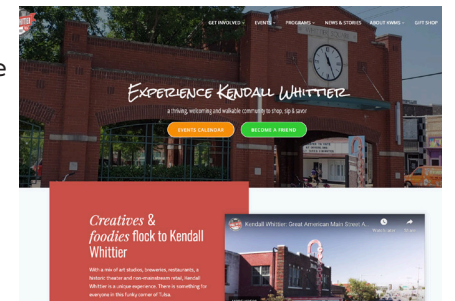
downtown. Each banner has its own purpose: History & Culture: Pays homage to Enid’s roots with the Land Run of 1889. The downtown district is where Enid began and was eventually founded in 1893. The Land Run flag symbol shows the history of the city. Shopping & Dining: locally owned places to shop and dine make Downtown Enid what it is today. The martini glass gives an art deco vibe and plays into the speakeasy type feel of the 1920s. Arts & Entertainment: Downtown Enid is a certified Oklahoma Cultural District and has over a dozen murals, including a crosswalk painting and a metal mural. There are multiple entertainment venues such as, The Stride Bank Center, David Allen Memorial Ballpark, Gaslight Theatre, music venues and much more. This banner represents the talent and vibrancy of the downtown district.

### Kendall Whittier – VisitKendallWhittier.com

The Kendall Whittier Main Street website was due for a facelift. Sporting

a 2013 WordPress template, the website was not reflective of the hip and vibrant commercial district it represented. While the content was good, the design looked old and stale. Following the

redesign, the front page is now dynamic, colorful and fun – just like Kendall Whittier! The lead text reads “Experience Kendall Whittier” in a font reminiscent of graffiti, which plays into the district’s funky feel and nods to all the street art in the neighborhood. The hero photo is of the iconic Whittier Square street corner while two buttons – “Events Calendar” and “Become a Friend” – are immediate calls to action. Further down a video highlights Main Street’s story and its recent Great American Main Street Award. Other highlights include the latest news and stories, and a scrolling Community Impact section features the latest reinvestment figures. The colors used mirror the orange and green in the KW bike racks and the red of the KWMS logo. The entire site is mobile and responsive. This continuity makes the user experience better!



PREMIER SPECIAL EVENT UNDER 1,000 ATTENDEES



Enid – Holiday Market at the Rink

Holiday Market at the Rink was a first-time, pop-up event Main Street Enid hosted at the ice rink in Downtown Enid. This event ran before Christmas from 12 pm – 11 pm on December 5, 12 and 19. Holiday Market featured local live bands and vendors/pop up shops that added to the ice skating experience. Attendance was approximately 300 people each Saturday. Featured bands included The Strangles, The ReVolt and Duly Noted. Vendors ranged from breweries, local shops and a petting zoo. The event provided local businesses another way to sell their product and encourage the community shop local. It was also an opportunity to shop for last minute Christmas gifts and show off the downtown district. There was something for everyone and provided a safe outdoor space to have fun.

Hobart – Hometown Harvest Day

Hobart Hometown Harvest Day's theme was "Fall in Love with Hobart, again" and those that attended did just that. Since pandemic numbers were low in the region in September 2020 this outdoor event was held, and more than 500 people attended! Hand sanitizers stations were set up, masks and social distancing was encouraged and cleaning was done throughout the day. The event was on homecoming weekend, which is a big deal in Hobart. It was the perfect mix to have an event with the high school football game the night before. A Hallmark, or Mayberry feeling was exactly what the Main Street wanted for the Hobart community. Vendors lined the streets, a kid's area, food vendors, and groups of all ages participated by having booths. Favorites included: A Mr. & Miss Harvest Day for infants to 4



years old; The Main Street sponsored hamburger meal, and sold out; A pie booth selling donated pie(s) by the slice; The largest parade Hobart has seen with more than 80 entries; A Kiss the Pig contest; and a Scarecrow King contest. Following the activities during the day, a Corn Hole Tournament and Street Dance were held featuring the band, Slim Pickens. Everyone had so much fun and didn't want the evening to end, dancing until almost midnight.



Sapulpa – Light's ON!

Are you ready? 3...2...1..., Lights ON! The "2020 Sapulpa Main Street Lights ON!" holiday celebration was held November 24, 2020. This annual event looked a little different than in past years, with the addition of masks, social distancing, and a 26 foot community Christmas tree, complete with a glowing Route 66 shield tree topper to top off our event. Held on the 3rd Thursday in November, the annual Lights ON! event is the official start to the holiday season in downtown Sapulpa. Each year, the quaint downtown corridor is illuminated with store front Christmas displays, extending from the west end of the corridor to the east end where the Courthouse and gazebo are adorned with lights providing a small-town America atmosphere. This year an estimated 200 people walked the streets enjoying the newly added "Living Holiday Display" contest, drinking hot cocoa, and enjoying the lights of downtown Sapulpa and the "Tree of Hope." This year's event added additional lights to building rooftops, and a "Living Holiday Display" contest for downtown merchants with a cash prize. The night of the lighting was exactly as envisioned: a night of celebration and fellowship.

PREMIER SPECIAL EVENT OVER 1,000 ATTENDEES



Enid – Holidays on Ice

Holidays on Ice was a first time event for Main Street Enid. It was created to provide an activity for everyone during the holiday season and to attract people downtown to see what the district has to offer. Although the event planned before the pandemic, it provided a welcome activity that was in a safe, outdoor environment where it was easy to spread out and socially distance Holidays on Ice centered on a 75' x 45' outdoor ice rink, concessions, and Christmas lights. On special weekends, it featured live bands and pop up vendors. Other activities included Skate with Elsa days, fundraisers for the YWCA & Loaves and Fishes, and private parties. The ice rink was open during Enid Lights Up the Plains, and added to the festivities by allowing people to watch the fireworks from the ice. Holidays on Ice ran daily from November 20, 2020 – January 3, 2021. Over the duration of the event, more than 10,000 people visited the ice rink. Including people from the community, surrounding areas and even from Kansas. The event was hosted by Main Street Enid in partnership with the Stride Bank Center.

Tahlequah – Red Fern Festival

This long-running festival spans seven blocks and hosts more than 150 arts and crafts vendors and gourmet food trucks. Inflatables, petting zoos, and kids' games naturally attract families, while the showcase of live music attracts the young and the young at heart. There is an annual Chili cook-off where locals and businesses go head-to-head for who has the best chili in Tahlequah, which is a hit with hungry festival-goers. It also includes a rubber duck race through the Town Branch Creek and the Hound Dog Field Trials and Dog Show where coon hunters come out to compete against over 100 different dogs. The classic car show spans the length of an entire city block and just keeps growing. A fly-in is held at



the local airport with classic planes making their way through the sky in various formations provides airplane enthusiasts the opportunity to check out the different aircraft. And of course, what's a hometown festival without a crowning of Little Miss Red Fern. Activities are scattered throughout the day to keep festival-goers engaged and spending money locally. What started as an event of under 1,000 attendees has now grown to 10,000+ attendees with people coming in from all over the United States.



Yukon – Rock the Route

Rock the Route not only reflects Yukon and its country music roots, being the home of legends such as Garth Brooks and Cross Canadian Ragweed; it's a step back in time to when things were simpler, with a block party right on the Mother Road: Route 66. This music festival was born to promote Yukon's Main Street economy and tourism by providing a top-quality festival that appeals to music lovers across the state and beyond, while still maintaining a family-friendly environment. The 2019, Rock the Route featured both veteran and up-and-coming red dirt headliners. Three-time Grammy nominee, Pat Green, performed with special guest, Oklahoma's own Read Southall Band. Attendance for this popular festival increased to 15,000 from 12,000 the previous year. General admission to Rock the Route was free, however diehard fans could purchase VIP Tickets that included front row access, a dedicated VIP Beer Tent and VIP restroom facilities. Food trucks journeyed from across the metro area just to be part of Rock the Route. Kids were invited to Rock the Route too, and had an entire area dedicated just for them! To top things off, organizers brought in a grand finale fireworks show that set off right behind the stage. Most concerts end with a final song, but Rock the Route brought the house down with a 15-minute show of exploding colors! One of the truly special things that Rock the Route does is it brings thousands of people to the front doors of local businesses on Main Street,, and it paid off with packed stores!

## BEST PLACEMAKING PROJECT



### Altus – The Enchanted Alley

The Enchanted Alley project came to life when the owners of the Enchanted Door saw the opportunity to bring lasting improvements to the historic downtown district. The alley renovation began in 2015 and progressed in phases through 2019 with the final addition of a 20' x 15' mural by local artist Lindsey Mackenzie. This once unutilized space is now used by the community for public meeting space, event venues and parties, and photography. It was made possible thanks to the collaborative effort between the Enchanted Door, Main Street Altus, The Cotton Patch and The City of Altus.



### Enid – Under Her Wing was the Universe

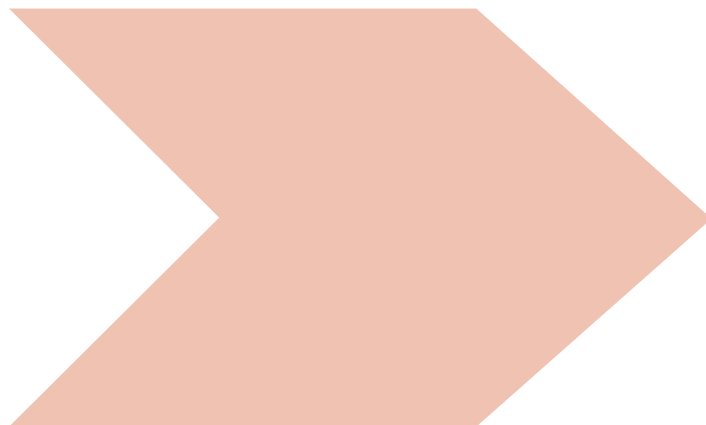
What started out as an unused space in a flood zone, now accommodates a large-scale sculptural pavilion that shelters visitors and invites them to escape into daydreams and possibility. Under Her Wing was the Universe by artist Romy Owens creates a 2.5 acre native prairie landscape comprised of grasses,

flowers, and trees that create an outdoor sanctuary for hometown folks to find a newness within their community as well as an entry-point destination for visitors to discover what makes Enid special.

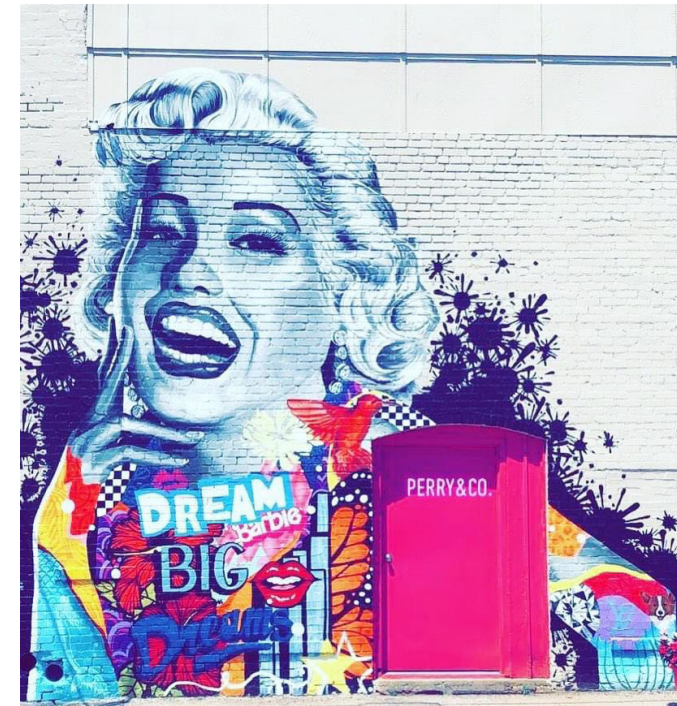


### Tulsa Route 66 – Cyrus Avery Plaza Southwest (Neon Park)

Cyrus Avery Plaza Southwest (Neon Park) includes three vibrant neon signs, which represent past eras of the Mother Road. The 20-foot-tall replica signs include the Tulsa Auto Court, the Will Rogers Motor Court and the Oil Capital Motel. The site combines with a segment of Route 66 that includes the restored Cities Service Gas Station, Avery Centennial Plaza and Skywalk, the East Meets West Sculpture and the future Route 66 Experience interpretive center. It was truly a collaborative effort between the community, city officials, preservation groups, Route 66 groups and area businesses.



## BEST BUILDING/ BUSINESS BRANDING



### Altus – Perry & Co.

Perry & Co. is a representation of Jordan Perry's family name and her favorite color – PINK! This eye catcher on the square features exterior lighting in Jordan's signature color which compliments the interior designs. The awning was built around an existing frame and is made of strips of black metal strips to honor the history of the historic building. She had a custom pink sign made with pink backlights to add to her signature look. Further custom designed items are a Perry & Co. logo shirt with the Marilyn Monroe mural, hot pink logo cups, and a custom logo lash line. She also has active Facebook and Instagram pages and a website.



### Durant – Craft Pies Pizza Co.

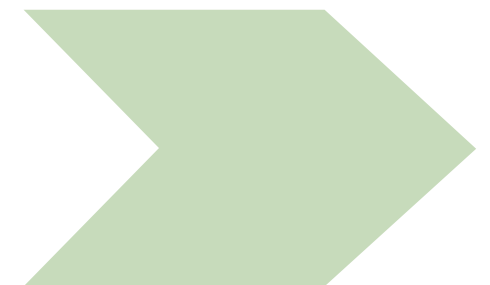
Craft Pies Pizza Co. has a brand that's undeniably cool and fun. Their branding perfectly exemplify their values of creating a community of happiness

through good vibes featuring a classic, clean look using black and white foundational colors with a lime green twist. Exterior window walls on both street-facing sides fill the space with natural light, and new black awnings and easy-to-read black and white signage create a sleek, modern look. The contemporary design continues to the interior to set an industrial vibe. As the anchor business on the 3rd block, their look signals that Durant Main Street is a fun and modern place to spend time.



### Enid – Settlers Brewing Co.

Settlers Brewing Company's brand is based on Enid's roots in the Great Land Run. Their logo features a white land run flag that was used to claim land by settlers. The inside of the building looks like an old town settled during the Land Run including a "Land Office." The materials reflect what would have been used in the early days of western buildings, tin, wood and brick. Even the light fixtures are made from wood and railroad spikes. All of the branding has an Old West feel with wood backgrounds and Western fonts. They even carried the theme to their beer branding – Prairie Grass Pilsner, Wagon Wheel Wheat and Main Street Marzen. Although the building fits historically, it also has a modern look that attracts attention and patrons.



## BEST VISUAL MERCHANDISING



### Collinsville – Farm Hippie Farmers Market

Farm Hippie Farmers Market is a year-round indoor farmers market that provides a unique space for more than 100 local vendors and for their own Bee Farmee organic skincare products. They utilize every inch of the store with custom designed produce bins, crates and pine shelving to display products from local small businesses. Farmhouse décor, rustic display tables and string lights add to the charming farmhouse flair and welcoming atmosphere.

### Enid – No. 5 Findings

No. 5 Findings spent 20 years in antique malls and traditionally was booth number five which inspired the name. The name is also the design theme for the overall store. Owner, Carmenia Passey, creates a cohesive shopping experience every week with a variety of her distinctive finds and products from local makers. The inviting series of displays and vignettes of repurposed furniture, home décor, DIY paint and vintage clothing shows customers how they can utilize unique décor in their own homes.



### Yukon – Grady's Green Room Music Shop

Grady's Green Room Music Shop was inspired by its next-door partner business, Grady's 66 Pub. The music shop was regularly used as a "green room" to host guest musicians scheduled to perform at the pub. While there is still a "green room", the front is now used as a commercial space that showcases eclectic collections of vintage and new records, CD's and cassettes as well as music equipment and branded merchandise. Hand-made, custom fixtures, record shelves, gas pipe displays filled with merchandise are featured against a backdrop of pop culture postures and music videos.



## BEST INTERIOR DESIGN PROJECT

### Altus – Southwest Crop Insurance

The former Jackson County Abstract building was purchased by Emily Worrell in 2019 and is now the beautiful new home of Southwest Crop Insurance. Two layers of drop ceiling were removed to expose the original tin ceiling tiles, and wood paneling and plaster were removed to expose the brick walls. Emily's design created an open and airy interior with an industrial/modern look by mixing metal, brick and wood.



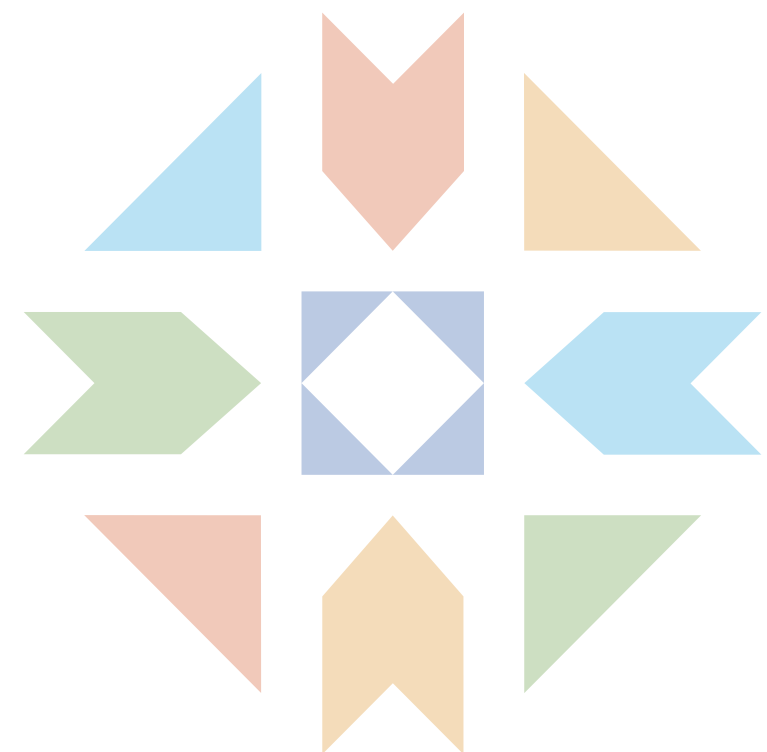
### Kendall Whittier – American Solera

The American Solera taproom started out in the vacant and dilapidated Bendmaster Warehouse Building. Fast forward nine months and the taproom turned into a vibrant open space filled with natural light with an interior inspired from Scandinavian modern design. The most interesting element of the interior is the brewery itself with its display of barrels, tanks, oak foeders and a coolship. Reclaimed foeder wood adds texture to the walls while mint green floors and neon signs add a pop of color. Overall the feeling is fresh and welcoming.



### Stockyards City – Grain and Grange

Grain and Grange is located in a historically significant building in Stockyards City that had sat empty for years. Owner Todd Miller chose the industrial red brick building because of its simple, less-is-more style. With metal and reclaimed wood, the store pays homage to the western heritage of the district. The flat black infrastructure, chipped white stucco and brick walls, and metal forged ceiling and wall displays created the perfect background to showcase their custom furniture and accessories.



BEST FAÇADE REHABILITATION UNDER \$10,000

Altus – Perry & Co.

The 1906 Perry & Co. Building was run down and outdated. During the renovation, the owners created a welcoming and inviting atmosphere that is a huge attraction in Downtown Altus. Updates included new windows, lighting, a seam strip metal awning, signage and the “Dream Big” Marilyn Monroe mural to welcome guests as they entered through the pink backdoor.



Dressing and cleaning up the back of the building also helped to improve the block as a whole.

El Reno – El Reno Main Street Façade

The El Reno Main Street office building was constructed around 1900 and housed a number of businesses



over the years. The ERMS sign badly needed replacing do to bird infestation and the decision was made to use historic photos to determine the appropriate style. Many of the buildings of the era had hand painted signs and that is was created for the new ERMS sign. It was the perfect addition to retain the historic character of the property while giving it a modern feel.

Kendall Whittier – Buck Building

The Buck building is a great example of adaptive reuse by turning a former tire garage into a retail and office space. Ron Edwards has owned the nearly 100-year-old Buck Building for almost a decade and over that time has lovingly brought it back to life. After the first renovation, the building became the home of two tenants. Then in 2020, he started rehabilitating the rotted transom windows and extended them over the length of the façade to return it to its historic appearance. He also repaired and repainted all the existing storefront woodwork and in the future has



plans to lower the garage door to allow the new transom windows to provide even more natural light.



BEST FAÇADE REHABILITATION OVER \$10,000

Altus – Whirlwind Book Bar

Jake and Heather Babcock took on a greatly dilapidated building so Heather could realize her dream of owning a bookstore. The plan was to return the building to its original splendor and keep it as historically accurate as possible. The exterior brick on the second story of the building remained untouched, but the first floor was another story with layers of peeling paint. The front corner was seriously damaged and windows



were boarded and bricked up. The first floor brick was cleaned and painted to match the second story, the corner was repaired with bricks from other parts of the building and the windows reopened. This project brought new love for historic buildings.

Enid – Settlers Brewing Co.

What was once KGEO in the 1950’s, and an old gas station, now stands Settlers Brewing Co. The gas stations were beyond repair and removed. An entry door and a functional garage door with glass windows were added to the façade as well as a hand painted sign. A covered patio with a tin ceiling was also installed complete with flower beds, lighting, and wood fencing to create a space where family and friends can come together and enjoy great local craft beer while enjoyina a welcoming atmosphere.



Okmulgee – Ford Lofts

The John M. Moore Building has anchored the eastern end of Okmulgee’s historic downtown since 1922. This simple commercial building features stylized eagles and car wheels communicating post World War I patriotism and the automotive function of the building. After the building no longer functioned as an automobile dealership, it was adapted to loft apartments. Upper floor windows were repaired and the automotive “look” was maintained with floor-to-ceiling windows in place of overhead garage doors. The showroom windows were retained and provide a glimpse into the common areas and an orange “bronco” neon sign greets people as they approach downtown. The corner of 6th and Muskogee is once again full of life.



## BEST ADAPTIVE REUSE PROJECT



### Kendall Whittier – 4.7.3.

Built in 1929 on the original, historic alignment of Route 66, the Phillips 66 Station #473 has been sitting one block west of Whittier Square for more than 90 years. Designed as a prototypical Phillips 66 cottage-style with a grassy lawn to fit in with the residential area behind it, this building was one of the first in the suburban shopping district of Kendall Whittier. The station closed in 1962, just before Kendall Whittier's deep decline, with a restriction that it never be a service station again. It was listed on the National Register of Historic Places in 2004. In 2018, owners Andrew and Nikita Layson decided to rehabilitate the historic property to create a patio bar named after the station's number: Four. Seven. Three. Immediately, it was a hit and began to benefit the entire neighborhood, providing delicious craft cocktails and a large, grassy patio area. The bar features a small, indoor space, and the walls feature art from local artists, fitting the arts district perfectly. Outside, patio seating is set in seating arrangements for small groups. People love to see the iconic Phillips 66 station utilized in such a creative and fun way. It's different from the area's other libation locations, and adds charm and growth while being mindful of Oklahoma's past, present and future.

### Kendall Whittier – American Solera

At the far end of the Kendall Whittier district, on the corner of 6th Street and Utica Avenue, sat a vacant, dilapidated building with a tree growing inside it. Formerly a warehouse building, the property was the first to welcome visitors into Kendall Whittier from downtown Tulsa. In its severely vacant state, it wasn't one that instilled much confidence in or desire for the district. With an existing following in Tulsa and a



desire to be in one of Tulsa's hippest neighborhoods, American Solera owners Chase and Erica Healey got to work and, in nine months, transformed the building into a clean, bright brewery and taproom that perfectly encapsulates the beer brewed just inside. Siding was replaced. Damaged brick was repaired, and 1,200 windows were repaired. The entire inside was gutted to make room for the brewery, a large taproom and a separate event space with a catering kitchen used regularly for pop ups. Beautiful landscaping adds to the appeal and truly sets a tone for what Kendall Whittier has to offer. American Solera's transformation took a key building in the district from blighted and run down to a bright, vibrant and fun space with delicious pours for day or night.



### Okmulgee – Ford Lofts

The John M. Moore Building has anchored the eastern end of downtown Okmulgee's commercial district since the 1920s. In 1948, the building was remodeled and opened as an auto sales and service garage. That operation transitioned to a new location in 2016, when faced with the reality that the building could no longer be retrofitted for their present day needs. Margaret Harlan Hess, a local realtor with ties to the building, quickly connected with West Construction in Tulsa to envision how it could be adapted. Construction began in June 2018 and included the crafting of 32 lofts apartments within the 30,000-square-foot of ground and second floor space. Care and attention was given to maintaining the historic industrial features of the buildings, including concrete pillars, original terrazzo flooring, steel beams, tin ceilings and hardwood floors while meshing modern mechanical, plumbing and fire suppression along with interior amenities conducive to modern downtown loft living. With a diverse community of residents, the Ford Lofts have over given many a place to call home.

## BEST BUSINESS PRACTICES



### Altus – Gunkel Law Group

Gunkel Law Group's philosophy is that subtlety and sincerity lead to effective self-promotion. The past year provided unique opportunities in this regard. The firm provided bags

for food distributed to students; meals for nurses at the hospital; lunch for health department employees administering COVID-19 vaccinations; and displayed a "We're in this Together" COVID-19 banner throughout the pandemic. They also employed more conventional advertising methods such as videos promoting their services which aired during local sporting events and on Facebook. They sponsored school sports through the Oklahoma Sports Network and the Altus All Sports Association. The outside façade of their building was recently updated which increased the values of neighboring properties. When their clients come for an appointment or court matter, they routinely visit nearby retail neighbors and improve the local economy.

### Enid – Park Avenue Thrift

Park Avenue Thrift's (PAT) mission is strengthening the Enid community and serving others by collecting donations, running a top-notch thrift store, and giving the proceeds to Enid nonprofits that invest in quality-of-life initiatives. PAT is also active on social media, sharing their mission, highlighting the organizations they support, and showing all the wonderful donations that are for sale in the store. The management at PAT works alongside the staff and are constantly out in the community, whether it be attending events, or training and supporting other local businesses. The community knows when they hear the name Park Avenue (Thrift), or see the Top Hat logo, that PAT is helping and working toward making Enid a better place to live. Park Avenue Thrift is located in downtown Enid and has helped fund several projects and programs to their neighbors, such as, Main Street Enid events, Leonardo's Children's Museum, several



murals, Under Her Wing is the Universe public art, Gaslight Theatre, and Enid Symphony Orchestra.

### Okmulgee – Miss Mary's Market

Miss Mary's Market is the only grocery and produce provider in the downtown district of Okmulgee. From its opening a little over a year ago, Miss Mary's has become a favorite destination for shoppers and visitors alike. Their fame has been spread through social media including Facebook and Instagram as well as their website. Marketing includes utilizing local newspaper, the Okmulgee Times, and several of the Tulsa news channels which have featured stories about Miss Mary and her family-owned business. Of course they are very consistent with their social media pages as well. Miss Mary, the daughter of Rick and Jill Rhodes, has Downs Syndrome. Vocational opportunities were becoming limited for her without commuting to a bigger city. Mary is the delightful marketing spokesperson for Miss Mary's Market! She is the face and passion of this new establishment. Miss Mary's Market has proven to be a huge asset to the community and continues to expand. They provide a much needed market for downtown loft dwellers as well as those looking for organic, healthy lifestyles.



### Ponca City – Ponca City Development Authority

Ponca City Development Authority is the economic development arm of the City of Ponca City, and each staff member promotes their department services on a daily basis. Staff members place regular ads in local publications, use local companies to complete projects, and visit local schools to inform students and teachers of highly sought-after skills and professions. Ponca City Development Authority staff members also volunteer for local organizations like The Poncan Theatre, Ponca Playhouse, Ponca City Art Association and Ponca City Main Street. Ponca City Development Authority can also offer incentives to attract wealth producing industries to Ponca City, thus increasing the economic vitality of the town as a whole.



# BEST NEW BUSINESS



## Durant – Opera House Café

The Opera House Coffee building was built as a functioning opera house in 1901. It has housed many businesses over

the last 100 years, but until Shaun and Ami Rawlings purchased the building, it was vacant for several years and was becoming an overlooked area of town. Through the completion of a major interior renovation, Opera House Coffee has become a hub of downtown activity, making it a desirable location. With this new reason for coffee lovers and college students to visit the Main Street district, Durant Main Street has seen a massive increase in new businesses and commercial property sales. During the COVID-19 pandemic, Opera House Coffee took a bold step and enhanced their website to include a platform for online and curbside orders. This was something that few local restaurants had the skills to accomplish, and it is one of the main reasons for Opera House Coffee’s continued success and steady customer loyalty.

## Enid – Enid Brewing Co.

Enid Brewing Co. moved into the building at the corner of Independence and Maine in March 2018. Since they opened, they have provided a place for all ages to hangout and have created a much needed night life. They host Trivia Nights on Thursdays, live music on the weekends, dueling pianos, brunch on Saturdays and Sundays and have other fun events throughout the year. Last year they added a beautiful rustic sign to their building and this year they added an outdoor patio. They continue to improve their building each year. People who visit Enid Brewing Co. often stay in the district and visit other businesses in the area. They will shop, grab some food and even visit the other brewery in the historic district. Enid Brewing Co. has



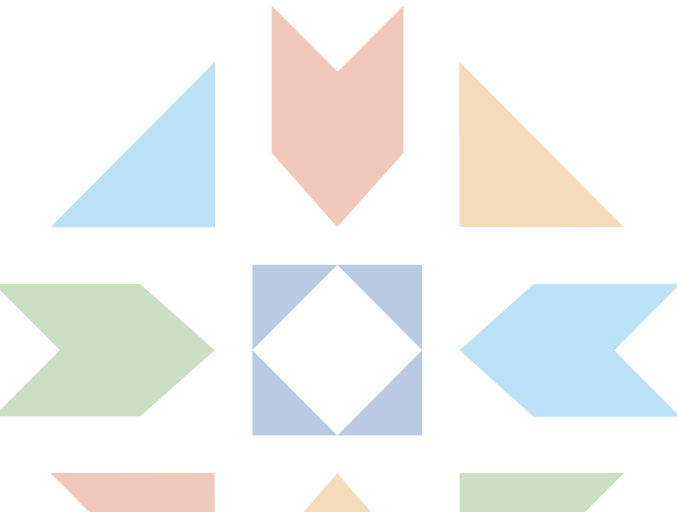
gone above and beyond to provide a place where all are welcomed and have given the community another reason to hangout in the downtown district.



## Okmulgee – Miss Mary's Market

Since opening in August 2018, Miss Mary's Market has developed partnerships with the OSUIT Culinary Department providing seasonal produce for their classes. In fact, OSUIT will be placing a culinary intern with Jill this coming trimester. The Market features many "Oklahoma Made" products including but not

limited to Massey BBQ Sauce and Sixth Day Snacks. After purchasing a small electric car, it's not unusual to see deliveries of lunch sandwiches, salads and fruit cups being made throughout downtown businesses and beyond. They even deliver groceries to the elderly and shut-ins. Miss Mary of Miss Mary's Market is the daughter of Rick and Jill. She is 33 years old and has Down Syndrome. Their goal for the Market was to provide a vocational opportunity for Mary. Miss Mary's Market is the only source for fresh produce and dairy products in the downtown area. They are expanding their selections to include fruit trays, sandwiches, vegetable trays and other healthy snacks with limited catering to the Muskogee Nation, Rotary Club, Green Country Technology Center, and special business functions throughout the community.



# BUSINESS OF THE YEAR



## Altus – The Cotton Patch

Opening the doors for business in June 1993 with their first location on the downtown square, The Cotton Patch has been actively involved with Altus' Main Street program since its inception. Cindy Vinyard, owner of The Cotton Patch, was one of the first board members

of the Main Street Altus Program. She has actively supported and advocated for downtown businesses and programs for over 27 years. She was there when the Main Street Altus cornerstone promotions such as Candy Cane Cash, Rock N Rumble and Chili Cook-Off were originally planned and implemented – and they still are running strong to this day. The Cotton Patch is a unique shopping experience. The building sustained a fire in the 90s and Cindy has completely restored the inside of the building and has exposed the brick on the walls to alleviate the smoke smell. The Cotton Patch is a ladies' boutique that carries children's clothing, shoes, gift items and jewelry. Cindy carries lines that are unique to Altus such as Kendra Scott and Vera Bradley. She offers a fun, in-store shopping experience, free gift wrapping, delivery and has increased her business by adding a website, posting on social media and by going Facebook live with new arrivals.

## Durant – Roma Italian Restaurant

Owned by brothers Gzim Krasniqi and Tony Liridon, Roma Italian Restaurant has been serving up homemade Italian food and world class hospitality in downtown Durant since 2005. Originally from Kosovo, these brothers believe it was fate for them to find this small town in southeastern Oklahoma. Roma gave



downtown something to promote when they opened. Their menu brought a slice of Italy to Oklahoma with seafood, salads, calzones, and wine to complement their authentic pasta dishes and made-from-scratch pizza. With a private banquet room, most days you will find Roma hosting parties and meetings in addition to the bustling lunch and dinner crowds. The atmosphere is comfortable, and the customer service is always on point, the very reason so many locals and tourists alike feel at home at Roma. Beyond doing a great job of promoting their own business, Roma truly understands the value of promoting other fellow small businesses to develop downtown as a destination. They practically serve as our evening concierge, making suggestions of other restaurants, bars, and shops for their patrons to visit while in the area.



## Tulsa Rt. 66 – Red Fork Distillery

Mike and Dana Hoey have been an integral part of Route 66 Main Street since their business began. When the Hoeys moved to Tulsa many years ago, Mike was co-owner of several businesses, including property on Route 66. After expanding their offices on-site, the original building sat vacant for a year until Mike and Dana decided to invest further, remodeling the interior to house Red Fork Distillery, a business based on a passion to create and share craft spirits and offer a venue for business and individual events. The Hoeys have sparked excitement into the area's historic preservation efforts by turning an industrial historic building, built in 1955, into an innovative idea for reuse. Manufacturing a local product, unique to Tulsa on Historic Route 66, Red Fork Distillery provides a destination and attraction for tourism while creating an awareness of the community by branding the historic Red Fork area.

BOARD MEMBERS OF THE YEAR

To recognize the enormous commitment of the thousands of Main Street volunteers, one board member from each Main Street program is selected each year to be honored. Each of these individuals are active in their local Main Street program and have made exceptional commitments of time and energy to historic district revitalization during the past year. We know from

experience that with enough people engaged in Main Street's work, anything is possible. The real strength of Main Street lies in the people that give their time, share ideas and donate their dollars to implement positive change in their communities. Here are this year's Board Members of the Year.



Trevor Sutton  
**Ada**



Barbara Tims  
**Altus**



Stephanie Choate  
**Ardmore**



Sammi Kildow  
**Cherokee**



Bob Waters  
**Claremore**



Mitch Wilson  
**Duncan**



Madison Bowman  
**Durant**



Tracey Rider  
**El Reno**



Roxanna Costello  
**Enid**



Bill White  
**Greenwood**



Donna Riffel  
**Guymon**



Cathy Hunt  
**Hobart**

BOARD MEMBERS OF THE YEAR



Trent Morrow  
**Kendall Whittier**



Maggi Hutchason  
**Newkirk**



Anthony Nieto  
**Okmulgee**



Claudia Parnell  
**Perry**



Julie Grigsba  
**Ponca City**



Phil Rerat  
**Pryor**



Brean Fowler  
**Sapulpa**



Brittany Hadley  
**Stillwater**



Frank O'Leary  
**Stockyards City**



Addie Wyont  
**Tahlequah**



Mimi Martinez  
**Tulsa Global**



Dana Hoey  
**Tulsa Route 66**



Lori Long  
**Wilburton**



Jennifer Thompson  
**Woodward**



Stephanie Hale  
**Yukon**

## WATONGA BOB SHOEMAKER AWARD

In the world of Main Street, people tend to lose their last names once becoming a Main Street Director. This was certainly true of "Watonga Bob." Always an informal guy on a first-name-basis-as-soon-as-he-met-you, Watonga Bob took on the program director position later in life after a successful business career. He passed away suddenly in 2010 but not before leaving an indelible mark in the Oklahoma Main Street world. A common refrain heard about Bob was

"when all others said it couldn't be done, he went to work and got it done." In 2011, the Program Director of the Year award was renamed in honor of Watonga Bob Shoemaker because of his work ethic, service to his community and promotion of the Main Street Program. It is a true testament to the outstanding person he was.

The honorees for the award this year include:



### NATALIE BEURLLOT, ENID

Armed with only a vision she began a fact-finding mission to identify what it would take to make a downtown ice-skating rink a reality. Equipped with facts and passion, Natalie began pulling partners to the table and quickly organized a committee.

This committee went to work to make her vision a reality. Launching a public campaign Natalie went to work to find the perfect name for the new addition to Main Street Enid's "Enid Lights Up the Plains" holiday spectacular. Had Natalie not been persistent this exciting new tradition would have never been.

### MELYN JOHNSON, GUYMON

Melyn is a seasoned veteran when it comes to the Main Street program and always has a positive approach. She is very good at rallying forces of volunteers for any projects as well as building relationships and networks well. Melyn puts in a lot of work for other organizations to help them be successful even if it is not directly related to Main Street.



### HEATHER SUMNER, OKMULGEE

Heather's Board President writes: "It is hard to run a successful program and keep a large majority of the people happy. Heather excels at this. She understands how important it is to have healthy relationships with the City management, Mayor,

Muscogee Nation as well as other important entities in Okmulgee, and she's great at cultivating those relationships to help Okmulgee rise.

### VICKI DAVIS, YUKON

Vicki has been instrumental in the growing success of the Yukon Main Street program. In the three years that Vicki has been Yukon's Main Street Director, her leadership ability has enabled the program to achieve not only Oklahoma Main Street status but also National Main Street Accreditation. Historic preservation and revitalization are always uppermost in her mind and it is obvious that physically the Main Street is constantly improving under her guidance. Vicki is a dedicated, knowledgeable director who has taught the purpose and benefits of becoming a Main Street community.



## OKLAHOMA MAIN STREET ANNUAL REPORT

This publication was written and produced by the Oklahoma Main Street Center, a division of the Oklahoma Department of Commerce, Scott Mueller, Secretary of Commerce and Workforce Development. This report covers program performance from January 1, 2020 through December 31, 2020. The Oklahoma Main Street Program follows the National Trust Main Street Center's Four Point Approach™ to Downtown Revitalization and is acknowledged by the Center as a

State Main Street Coordinating Program.

The Oklahoma Main Street Center would like to thank those who helped to establish the program in 1986 and those that have helped continue its mission ever since. Also, a special thanks to the local program supporters and volunteers, who are truly the heart of the Main Street program.

## OKLAHOMA MAIN STREET

The Oklahoma Main Street Center provides training and technical assistance for preservation-based commercial district revitalization. There are currently 31 communities in the Oklahoma Main Street program.

Facade improvements and building rehabilitations have joined public and private dollars in the efforts to revive Oklahoma's Main Streets and enhance the image of communities across the state.

## APPLICATION PROCESS

Communities interested in joining the program must send two community representatives to the annual Application Workshop held in September before completing the application in January. Applications are judged by a group of Main Street partners from both state and local organizations. The judges

make recommendations for acceptance which then must be approved by the Secretary of Commerce. If approved, the Oklahoma Main Street Center notifies the community's legislators who, in turn, notify the community leaders.

## SERVICES AVAILABLE BY POINT

### ORGANIZATION

Board Trainings  
Program Director Trainings  
Board Retreats  
Volunteer Recruitment Training  
Fundraising Training  
Membership Recruitment Training  
Consultant Selection & Procurement Assistance  
Strategic Planning Session  
Vision & Mission Session

### PROMOTION

One-on-One Business Marketing Consultations  
Asset Analysis  
Retail/Special Event Planning Assistance & Evaluation  
Overall Program Marketing/Image Consultations, Reviews & Evaluations  
Web/Social Media Development, Assistance, Evaluation & Training

### DESIGN

Façade Design Assistance  
Design Technical Assistance & Training  
Interior Design Assistance  
Window Display Training  
Merchandising Assistance  
Placemaking Design & Assistance

### ECONOMIC VITALITY

Confidential Business Consultations  
Business Inventory Database Creation  
Business Planning Assistance  
Controlling Profit Training  
Survey Assistance  
Customer Loyalty Training  
GIS Census Database (LocateOK) Training  
Market Analysis Assistance  
Retail Analysis Study

## OKLAHOMA MAIN STREET STAFF & ADVISORY BOARD

### DEPARTMENT OF COMMERCE:

Scott Mueller, Secretary of Commerce and Workforce Development  
Brent Kisling, Executive Director

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405.815.6552  
[OKcommerce.gov/mainstreet](http://OKcommerce.gov/mainstreet)

### OKLAHOMA MAIN STREET ADVISORY BOARD:

Linda Barnett	Tulsa, Oklahoma
Ron Frantz	Oklahoma City, Oklahoma
Kay Decker	Alva, Oklahoma
Randy McFarlin	Ada, Oklahoma
Rusty Milroy	Okmulgee, Oklahoma
Lou Sims	Hobart, Oklahoma
Jim Watters	Oklahoma City, Oklahoma

## REINVESTMENT FIGURES FOR OKLAHOMA MAIN STREET

Reinvestment Statistics	2020	1986-2019
Private Building Improvements:		
Number of Projects	365	14,846
Dollar Costs (in millions)	\$29,669,589	\$1,096,356,706
Buildings Sold	152	3,573
Dollar Costs (in millions)	\$16,241,840	\$321,155,259
Net Gain in Businesses <sup>1</sup>	133	5,839
Net Gain in Jobs <sup>2</sup>	439	20,022
Public Improvements: <sup>3</sup>		
Number of Projects	73	2,868
Dollar Costs (in millions)	\$22,156,373	\$445,298,368
Total Downtown Reinvestment	\$68,067,802	\$1,862,810,333
Volunteer Hours (since 2002)	35,545	1,590,198

## 2020 RETURN ON INVESTMENT: STATE OF OKLAHOMA

Last year the State of Oklahoma committed \$563,304 to support the Main Street Program, a Division of the Oklahoma Department of Commerce. With more than \$68 million reinvested in historic Main Street Communities and neighborhoods, the “return” on the State’s investment equaled \$120.84 to every one dollar committed by the State of Oklahoma.

- <sup>1</sup> Includes new start-ups, business relocation into a Main Street District and company expansions
- <sup>2</sup> Full time jobs where 2 part-time jobs = 1 full time, 4 part time jobs = 2 full time, etc.
- <sup>3</sup> Includes publicly owned buildings, parks, statues, streetscape and sidewalk projects, street lights, etc.

## OKLAHOMA MAIN STREET QUALITY ASSURANCE: 2020

Oklahoma Main Street Program will measure a quality rating for the local Main Street Communities. Please remember the four **bold face** activities below are mandatory for all active Main Street programs in Oklahoma. The other eight activities are bonus opportunities to share information with other Oklahoma

Main Street programs, provide feedback to the State Office, to attend educational sessions and to support the overall Main Street quality in Oklahoma.

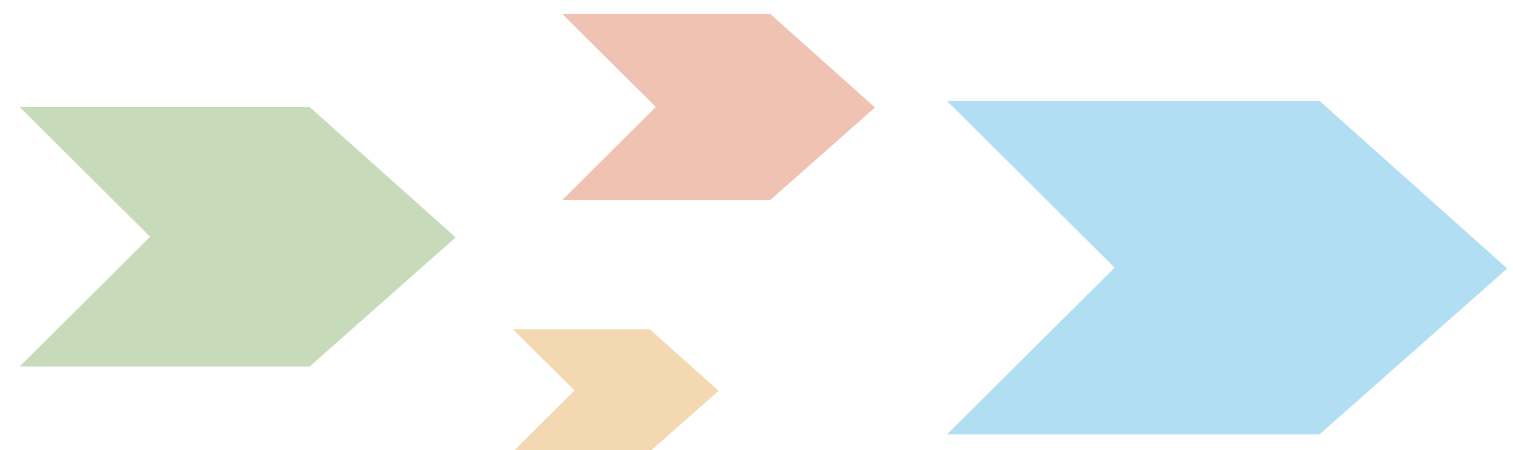
**ALL TRAININGS, WEBINARS, AND LUNCHEONS MUST BE PRE-APPROVED FOR POINTS TO COUNT\***

### Quality Assurance Activities

1. Submission of competitive Main Street Award Nominations @ 1 Pt. each (Maximum of 10 points)
2. **Attendance to the National Main Streets Conference @ 25 Pts.**
3. Attendance to the annual Oklahoma Main Street Banquet @ 5 Pts.
4. **Attendance to the Annual Statewide Preservation Conference @ 25 Pts.**
5. Submission of completed annual agreement & work plan by due date. @ 5 Pts.
6. Participation in the annual customer satisfaction survey @ 1 Pt. per survey (Maximum of 10 points)
7. **Attendance to the August Program Director / Volunteer Training @ 25 pts.**
8. On-time submission of monthly reinvestment reports @ 5 pts. per month
9. **Attendance to the November Program Director / Volunteer Training @ 25 Pts.**
10. Attendance to other approved\* conferences, seminars & trainings @ 5 Pts. per day.
11. Attendance to approved\* webinars pertaining to Main Street @ 1 Pt. (Maximum of 20 points)
12. Attendance to approved\* luncheons pertaining to Main Street @ 2 Pts.

Oklahoma Main Street Programs should achieve at least **125** points within the period of January through December 2020 to earn quality assurance. *If any mandatory training is missed, it MUST be made up but*

*the makeup training is only worth 5 points.* Programs that fail to achieve at least 100 points will be placed on inactive status with all services suspended.



THE MAIN STREET FOUR POINT APPROACH

The National Trust for Historic Preservation established the National Main Street Center in 1980 to assist nationwide downtown revitalization efforts. The Oklahoma Main Street Center, based in the Oklahoma Department of Commerce, operates on the Trust's Four Point Approach™, advocating for the restoration of the historic character of downtowns while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis and public improvements.

**ORGANIZATION:** Involves getting everyone working toward the same goal. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure divides the workload and clearly delineates responsibilities, while building consensus and cooperation among the various stakeholders.

**PROMOTION:** Sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective



promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

**DESIGN:** Means getting Main Street into top physical shape and capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets. An inviting atmosphere conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices, enhancing the physical appearance by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

**ECONOMIC VITALITY:** Strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

THE EIGHT PRINCIPLES

The success rate of the Four Point Approach™ is greatly enhanced when combined with Main Street America's eight principles:

1. Comprehensive
2. Incremental
3. Quality
4. Public / Private Partnership
5. Changing Attitudes
6. Focus on Existing Assets
7. Self Help Program
8. Action Oriented

OKLAHOMA MAIN STREET 2021 CALENDAR

JANUARY	1	New Year's Holiday – Main Street Office Closed	Commerce, Oklahoma City
	8	Applications Due for New Towns	
	18	Martin Luther King, Jr. Day– Main Street Office Closed	
	28	Advisory Board Meeting	
	28	Board President Quarterly Meeting	
	29	Award Nominations Due – 5:00 p.m. in house	
FEBRUARY	15	President's Day – Main Street Office Closed	Commerce, Oklahoma City
	16-19	Awards Judging	
MARCH	10-11	New Town Judging	
APRIL	12-14	<b>National Main Street Now Conference</b>	<b>Virtual, USA</b> Commerce, Oklahoma City
	22	Advisory Board Meeting	
	22	Board President Quarterly Meeting	
MAY	31	Memorial Day – Main Street Office Closed	
JUNE	15-16	<b>New Town/New Director Training - Upper Floor Housing</b>	<b>Enid, OK</b> <b>Commerce, Oklahoma City</b>
	30	<b>Annual Agreements, Action Plans &amp; Surveys Due</b>	
JULY	5	Observance of Independence Day – Main Street Office Closed	Commerce, Oklahoma City
	6-9	New Town Committee and Action Plan Training	
	22	Advisory Board Meeting	
	22	Board President Quarterly Meeting	
AUGUST	6	New Town Action Plans Due	<b>Kendall Whittier (Tulsa, OK)</b>
	24-26	<b>Program Director/Volunteer Training</b>	
SEPTEMBER	6	Labor Day – Main Street Office Closed	Oklahoma City Oklahoma City
	9	Application Workshop during 2021 OML Conference	
	20	Main Street Awards Banquet	
OCTOBER	7	Advisory Board Meeting	Commerce, Oklahoma City
	7	Board President	
NOVEMBER	2-4	<b>Program Manager/Volunteer Training</b>	<b>Altus, OK</b>  Commerce, Oklahoma City
	3-6	National Preservation Conference	
	11	Veteran's Day – Main Street Office Closed	
	12	Letters of Intent from Prospective Communities	
	25-26	Thanksgiving – Main Street Office Closed	
DECEMBER	9-10	Staff Retreat	TBA, Oklahoma City Happy Holidays!
	23-24	Christmas – Main Street Office Closed	

Bold items indicate mandatory activities for program directors and/or community representatives.

OKLAHOMA MAIN STREET PROGRAMS

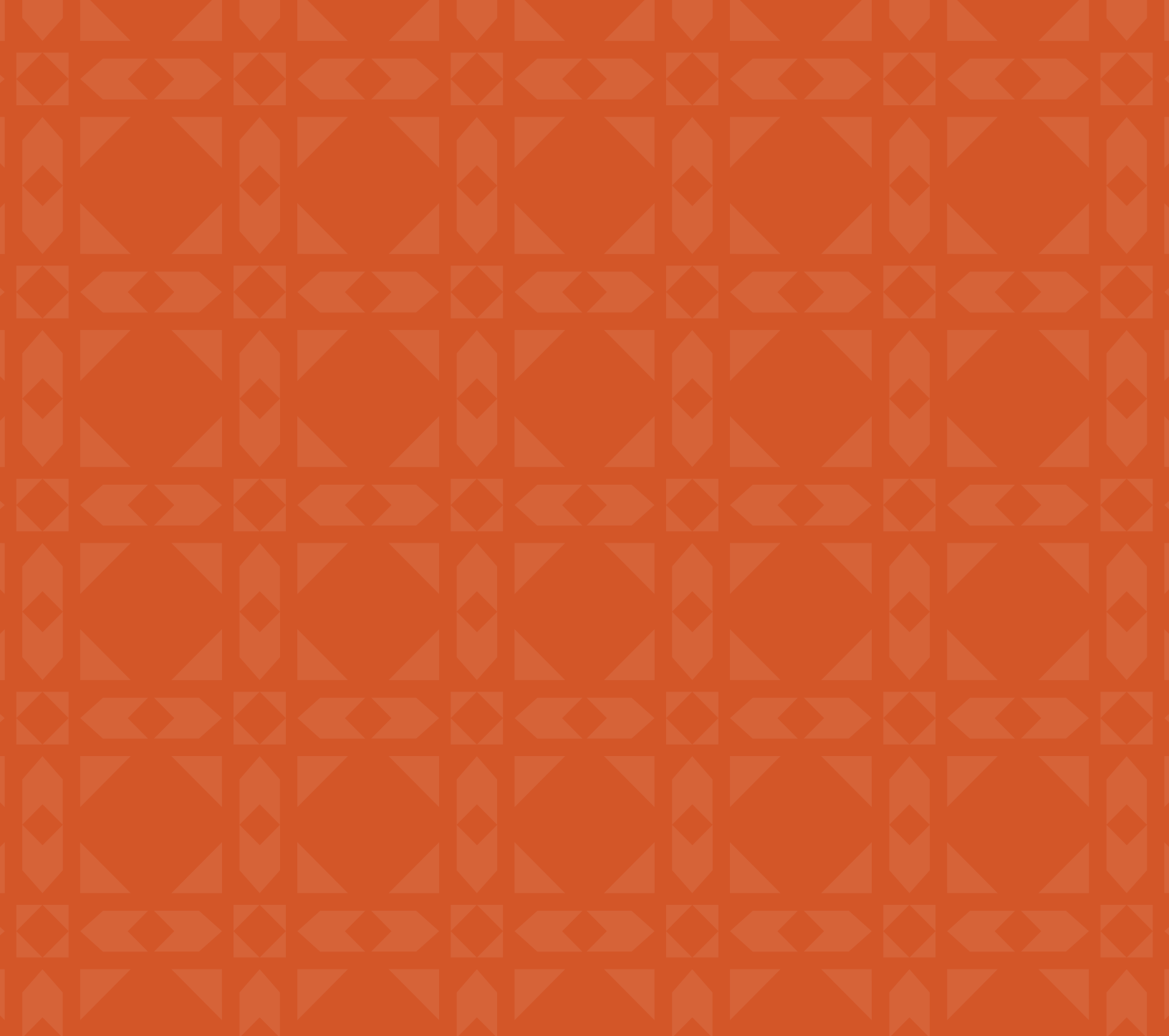
Program Manager	Board President	Program Manager	Board President
<b>ADA MAIN STREET – 1987*</b> Marissa Tucker 114 S Rennie Ave; PO Box 205; 74821 580.436.1600 mainstreetada@gmail.com	Joe Daugherty 972.400.7983 joed620@gmail.com	<b>MAIN STREET GUYMON INC. – 2005*</b> Melyn Johnson PO Box 1393; 73942 580.338.6246 director@mainstreetguymon.com	Donna Riffel 1734 N. James; 73942 580.338.3178 DonnaBob58@gmail.com
<b>MAIN STREET ALTUS – 1992*</b> Lynna Wilmes PO Box 8384; 73522 580.482.2277 mainstreetaltus@sbcglobal.net	Sidney Tyner 580.471.9911 sidney@worrellfarms.com	<b>HARRAH MAIN STREET</b> Tracy Qualls 405.630.4092 ed@cityofharrah.com	
<b>ARDMORE MAIN STREET – 1989*</b> Jeff DiMicelli 203 West Main; 73401 580.226.6246 jeff@ardmoremainstreet.com	Sherri Snyder 580.231.1720 sherri@snyders88.com	<b>HOBART MAIN STREET INC. – 2002*</b> Nancy Ledford 106 W 4th; 73651 580.726.2553 hobartmainst@gmail.com	Keith Gray kgray@gpbankok.net
<b>CHEROKEE MAIN STREET – 2001*</b> Schaun Aker 112 N Grand Ave.; 73728 580.596.6111 mainstreet@aec.coop	Kyle Spade 580.231.1720 news@cherokeenewspaper.com	<b>KENDALL WHITTIER (TULSA) – 2010</b> Jessica Jackson Seay 2216 E Admiral Blvd, Tulsa; 74110 918.633.1934 info@visitKendallWhittier.com	Craig Longacre 918.728.1350 clongacre@cyntergy.com
<b>CLAREMORE MAIN STREET PROGRAM – 2002*</b> Jacob Garrison 419 W Will Rogers Blvd; 74017 918.341.5881 mainstreet@claremore.org	Kyle Clifton 831.402.0334 kclifton@claremorecity.com	<b>MAIN STREET MUSKOGEE – 2008*</b> Program Director 207 North 2nd St; 74401 918-683-4600	Dylan Lucht 918.683.7765 dylan@lucht-insurance.com
<b>COLLINSVILLE DOWNTOWN INC – 2000*</b> Keri Fitts 1126 West Main; 74021 918.371.5530 downtownincorporated@gmail.com	Michaelyn Postrach 118 S 5th St, Ste A; 74021 918.637.9688 drpostrach@yahoo.com	<b>NEWKIRK MAIN STREET – 1992*</b> Alyssa McCleery PO Box 235; 74647-0235 580.362.2377 newkirkmainstreet@gmail.com	Holly Cline 580.304.1337 hccline@courthouse.kay.ok.us
<b>MAIN STREET DUNCAN, INC. – 1986*</b> Destiny Ahlfenger PO Box 112; 73534-0112 580.252.8696 mainstreetduncan@sbcglobal.net	Janice Schornick PO Box 580; 73533 580.656.6222 Jschornick@@fb247.com	<b>OKMULGEE MAIN STREET – 1986*</b> Heather Sumner PO Box 455; 74447 918.758.1015 okmulgeemainstreetinc@yahoo.com	Kelly Robinson kellyrobinson426@gmail.com
<b>DURANT MAIN STREET – 1997*</b> Stephanie Gardner PO Box 928; 74702 580.924.1550 Fax: 580.924.1615 manager@durantmainstreet.org	Joey McWilliams 580.920.5917	<b>MAIN STREET OF PERRY – 1995*</b> Connie Smith PO Box 188; 73077-0188 580.336.1212 director@perrymainstreet.com	Melanie McGuire mmcguire@charlesmachine.works
<b>EL RENO MAIN STREET – 1988*</b> Shana Ford 119 S Rock Island Ave; 73036 405.262.8888 director@elrenomainstreet.com	Tracey Rider 1408 W Shutee; 73036 405.314.3279 tkrider19801@gmail.com	<b>PONCA CITY MAIN STREET – 1987*</b> Chelsea McConnell 400 E Central Ave, Ste 201D; 74601 580.763.8082 clmccConnell@poncacitymainstreet.com	Chelsi Hendrickson chelsi.virden@gmail.com
<b>MAIN STREET ENID, INC. – 1994*</b> Natalie Beurlot PO Box 3001; 73702 580.234.1052 natalie@mainstreetenid.org	James Sharp 580.541.5773 jwsharp@nwsu.edu	<b>HISTORIC DOWNTOWN POTEAU – (2005-2014), 2018</b> Mary Parham 222 Dewey Ave.; 74953 918.647.8648 historicdowntownpoteau@gmail.com	Kim Hoffman-Wilson PO Box 624; 74953 918.835.1111 turnnburnokie@hotmail.com
		<b>PRYOR MAIN STREET – 2013*</b> Jennie VanBuskirk 8 South Vann Street; 74362 918.825.1095 (office) mainstreetpryor@gmail.com	Scott Miller 918.740.6249 scottdmill39@gmail.com

\* Graduate Communities

OKLAHOMA MAIN STREET PROGRAMS

Program Manager	Board President	
<b>SAPULPA MAIN STREET – 1990*</b> Cindy Lawrence 15 N Water Street; 74066 918.224.5709 director@sapulpamainstreet.com	Leon Warner 918.606.2715 lwarner@creekcountyonline.com	<b>OKLAHOMA MAIN STREET CENTER</b> <b>Oklahoma Department of Commerce</b> Switchboard (8am-5pm) 405.815.6552 Toll-free 800.879.6552  <b>Oklahoma Main Street Staff</b> OMSC Fax 405.815.5109 Hughes, Buffy 405.815.5249 Price, Tamara 405.815.5146 Schilling, Anna 405.815.5225 Yadon, Kelli 405.815.5379 Zeller, Jeremy 405.815.5186
<b>DOWNTOWN STILLWATER ASSOCIATION – (1989-2007), 2019</b> Chris Peters 901 S Main St; 74074 405.362.0046 chris@downtownstillwater.org	Jonathan Udoka PO Box 2504; 74076 405.293.2925 judoka@udokalaw.com	
<b>STOCKYARDS CITY MAIN STREET – 1992*</b> Debbie Harrison PO Box 82446; OKC 73148 405.235.7267 or 68 office@stockyardscity.org	Kelli Payne kpaynebeef@gmail.com	
<b>TAHLEQUAH MAIN STREET – (1986-1989), 2003*</b> Jamie Hale 504 N Muskogee Ave.; 74464 918.431.1655 Cell: 918.931.1699 manager@tahlequahmainstreet.com	Rian Cragar 918.822.2237 rc.cragar@gmail.com	<b>IMPORTANT CONTACT INFORMATION</b>  <b>Deputy State Historic Preservation Officer</b> Lynda Schwan Ozan 405.522.4484 lozan@okhistory.org  <b>Certified Local Government Information</b> Shea Otley 405.522.4485  <b>National Register Information</b>  405.522.4479  <b>Historic Tax Credits</b> Sara Werneke 405.522.4478  <b>Preservation Oklahoma, Inc.</b> Chantry Banks 405.525.5325 preservationok@preservationok.org
<b>TULSA GLOBAL DISTRICT - 2020*</b> Luisa Krug 2 W 2nd St, 8th Fl, Tulsa; 74103 918.579.9454 lkrug@incog.org	Amairani Perez Amairani.perez@tulsalibrary.org	
<b>TULSA ROUTE 66 MAIN STREET – 2007*</b> Christine Hamner PO Box 570978; Tulsa 74157 918.445.4457 director@rt66mainstreet.org	Sandi Dittmann sandi@cedarrockinn.com	
<b>HISTORIC GREENWOOD DISTRICT MAIN STREET - 2020*</b> Jabar Shumate 2 W 2nd St, 8th Fl, Tulsa; 74103 918.579.9454 lkrug@incog.org	Rev. Robert Turner Robertturner15@hotmail.com	
<b>WILBURTON MAIN STREET, INC – 2001*</b> Danel Walker PO Box 856; 74578 918.465.2254 mainstreetwilburton@yahoo.com	Maryellen Mooney 42 SE 114 Rd; 74578 918.629.3740 memooney67@gmail.com	
<b>WOODWARD MAIN STREET – (1990-2017), 2019</b> Sarah Eckhardt 1102 Main Street; 73801 580.254.8521 woodwardmainst@gmail.com	Jennifer Thompson 580.273.8173 wma.jthompson@gmail.com	
<b>YUKON MAIN STREET – 2014</b> Vicki Davis PO Box 850500; 73085 405.350.5999 405.482.5641 (cell) vdavis@yukonok.gov	Cherie Logan 1221 S Holly Ave Yukon, OK 73099 405.345.1996 cherie@cherielogan.com	

\* Graduate Communities



**OKLAHOMA**  
**MAIN STREET**

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